

Media Announcement

Schaan, Liechtenstein – 1st February 2017

Ivoclar Digital – Consolidated digital expertise

Ivoclar Digital is the name of a strong and focused new brand developed by Ivoclar Vivadent. It provides dentists and dental technicians with state-of-the-art professional expertise throughout the entire digital process chain. The concept behind the brand will be presented at IDS 2017.

Since the successful introduction of IPS e.max more than ten years ago, Ivoclar Vivadent has significantly developed the company's expertise in producing materials for the digital manufacture of esthetic dental restorations. Over 100 million restorations have been produced with this material to date, making it the most widely used CAD/CAM materials system in the world. The clinical reliability of the system has been proven many times over. The know-how gained by the company over many years will be integrated into digital dentistry workflows and marketed under the brand name of Ivoclar Digital. Particular emphasis will be placed on ensuring easy and comprehensible processes: selecting materials and designing and producing restorations. The product range will be rounded off by a wide selection of services that will be accessible to dentists and dental technicians.

Ivoclar Digital will be presented to the public for the first time at IDS 2017. The international dental show will take place in Cologne, Germany, from 21 to 25 March 2017. More information about this cutting-edge brand for dental laboratories and practices can be obtained in Hall 11.3. at stand A20 – D39. Preliminary information is available at www.ivoclardigital.com.

IPS e.max® is a registered trademark of Ivoclar Vivadent AG.

Caption:

(IvoclarDigital.jpg)

Fig.: Ivoclar Digital: Consolidated digital expertise

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